




MTic-design Research Project Universidad de Nariño

Experiencias respecto al análisis de los procesos de intercambio cultural de conocimiento
como herramienta para la generación de innovación en diseño



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Universidad de Nariño
Colombia



MTIC DESIGN

The MTic-design knowledge exchange program between The Netherlands and Colombia seeks to develop innovative products together and to share and create design knowledge for both professional and educational purposes.



CONVOCA A DISEÑADORES:

Descripción del proyecto: En el proyecto MTIC-design vinculamos un diseñador holandés con un diseñador latinoamericano. En conjunto los dos diseñan un producto interior en tres meses. Los diseñadores (de Colombia, Guatemala y los Países Bajos) tienen la libertad elegir su enfoque, la forma y sus materiales, pero trabajan con un cierto tema.

La colaboración intercultural a distancia hace que el proceso de diseño sea especial. El método de la comunicación será determinado por los propios diseñadores. Esto puede ser a través de Internet y correo electrónico (envío de bocetos), pero también a través de enviar prototipos por lo cual se desarrolla un sistema de transmisión. Cada diseñador documenta a su manera el proceso de diseño. El proyecto se completará con una exposición en la que se presentan los procesos de diseño y los resultados finales.

Objetivo: Desarrollar productos innovadores interiores que son el resultado de las prácticas culturales de mezcla de Europa y América Latina.

a. Convocar a 18 diseñadores experimentados, con un perfil adecuado (9 holandés, 5 de Colombia, 4 de Guatemala), y componer equipos de dos (1+1 holandés América Latina) que recibirán la tarea de desarrollar un producto para interiores relacionado con un determinado tema.

b. Diseñar y desarrollar productos innovadores con 9 parejas interculturales de diseño;

c. Investigar las posibilidades de producción local.

Quien(es) convocan: MTic-design knowledge exchange program - Wolterling Works.

Datos de contacto: Colombia: José María Páez, e-mail: josempaezg@gmail.com, móvi: 1311-89198928.

Fechas de vigencia para la convocatoria: 02 septiembre al 07 septiembre.

Requerimientos generales: Los puntos a tener en cuenta que nos envía el MTic-design desde Holanda para aplicar son:

The designer: works in the discipline product or interior design; has experience with and feeling for process oriented/based design where concept development and material research are essential in the process; shows an open design attitude and is a team player; knows how to design at a high artistic and technical level; it is possible to recognize the designer's hand in the designs; knows how to document the design and the design process in writing and visual means.

It would be recommendable when the designer has: Experience with exhibitions; knows how to read and write in English.

Aplicativo para postularse:
bit.ly/14canGd

The MTic-design knowledge exchange program between The Netherlands and Colombia seeks to develop innovative products together and to share and create design knowledge for both professional and educational purposes.

TEAM



Marie-Thérèse Woltering is the program director of the MTic-design knowledge exchange program. She has an extensive background in business as well as international & cultural experience. In 2003 she graduated with an MBA at Webster University and in 2007 she obtained a Master's degree in International Relations at Alliant University in Mexico City.

As an independent professional she realizes self initiated projects with business partners with complementary skills.

'MT' has an intrinsic motivation to make a difference and add something constructive to the world. Understanding existing connections and establishing new ones are in her nature. She combines creative and analytical skills with insight in international society. These



Bas Sala is the design coordinator of the MTic-design knowledge exchange program. In 2000 Bas graduated from the Design Academy in Eindhoven after studying Man & Public Space. He is the owner of Studio Bas Sala, co-founder of Designport Rotterdam and ZoHo. This organization supports young designers in Rotterdam with their first steps in their professional practice.

His designs invite you to play, think, do nothing and often raise a smile. Innovation, interdisciplinary co-operation and qualitatively high end products play a central role in his work. In his design practice concept development and practical research play an important role.

Bas joined forces with Marie-Thérèse, because he feels it's very



Danilo Calvache is coordinator of the MTic-design knowledge exchange program in Colombia, in charge of the search for Colombian designers and coordinating the research project with the local design school at the Universidad de Narico. Danilo graduated as an industrial designer from the Pontificia Universidad Javeriana in Bogotá, and holds a Master Degree in Design from Domus Academy.

Actually he's developing a research project as thesis for a PhD in Design, at the Universidad de Palermo in Buenos Aires, Argentina. He works as full time teacher for the I.D. program at the Universidad de Narico in Pasto, Colombia, and leads the design research group CORD, that collaborated with the MTic-design research project.

In 2014 he joined the MTic-design

design project

8 dúos

Moak Studio – Emma Van Eijkeren
Laura Palacio – Daniel White
Rick Tegelaar – Juanita Betancur

Luuk Van Den Broek – David H. Del Valle
Erik Stehmann – Danilo Calvache
Luis Bernal – Studio Ps

Reinhard Dienes Studio
Bernardo Calvache Molina – Lambert Kamps

3 temáticas


local local

seduction

water

La co creación en diseño, de carácter inter cultural e internacional, es un escenario que ofrece la oportunidad de aprender desde las mejores prácticas identificadas desde ambos lados del Atlántico, en este caso Holanda y Colombia, de manera que puedan desarrollarse nuevos procesos de diseño en conjunto.

Los diseñadores que hacen parte del MTic-design Project, como parte de sus actividades, generaron un registro de los procesos que desarrollaron conjuntamente, y compartieron sus experiencias individuales de diferentes maneras.



encuentros



intercultural
design process

www



email

knowledge

*concepts / tools
sharing*

studio
erik
stehmann

Arnhem

dc/ds
danilo calvache
design studio

Pasto

Buenos
Aires (*)

references research
material research
techniques testing



design
related
activities



references research
concept sketching
product approach

cooperation

How are the meshes for print? 17:15 ✓✓

perfect!!!!!!!!!!!!!! 17:15

today we are in it. lower the weight achieved last night, now I'm going to see how it will print 17:16

So filming the process? 🤖 17:28 ✓✓

YES. MY FRIENDS GO TO RECORD THE PROCESS 17:29

:) 17:29

Vamos!! 😊😊 17:29 ✓✓

Cool 17:29 ✓✓

VAMOS TIO 17:29

Yeah!! 20:30 ✓✓

And what part is the handle of the kettle is it a knee? 23:34 ✓✓

Ok going for a sleep Lets talk tomorrow 23:35 ✓✓

Ciao 23:36 ✓✓

Great job by The way 23:36 ✓✓

Gisteren

luuk 16:55

hi 16:55

you send the INDEX .please Revis grammar. Anything you need you tell me. 16:55

I SEND YOU * 16:55

now :) 16:55

check out the grammar 16:56



productos



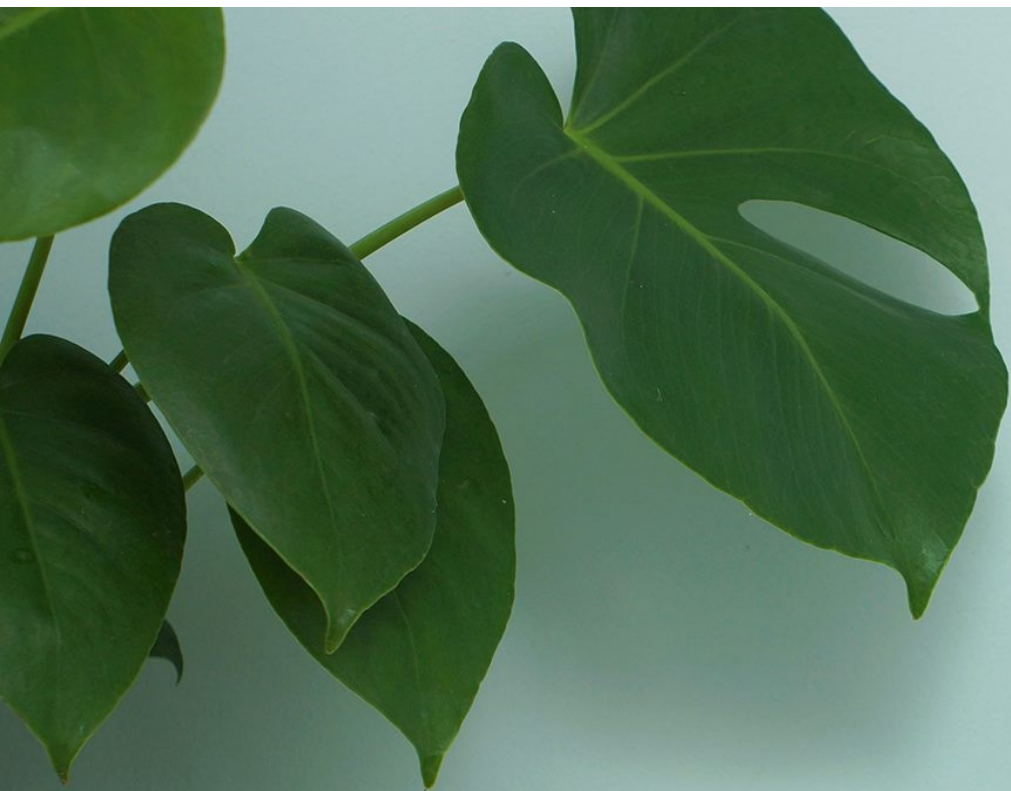
Me dinner set | Moak Studio – Emma Van Eijkeren



Whisper lamp | Luis Bernal – Studio Ps



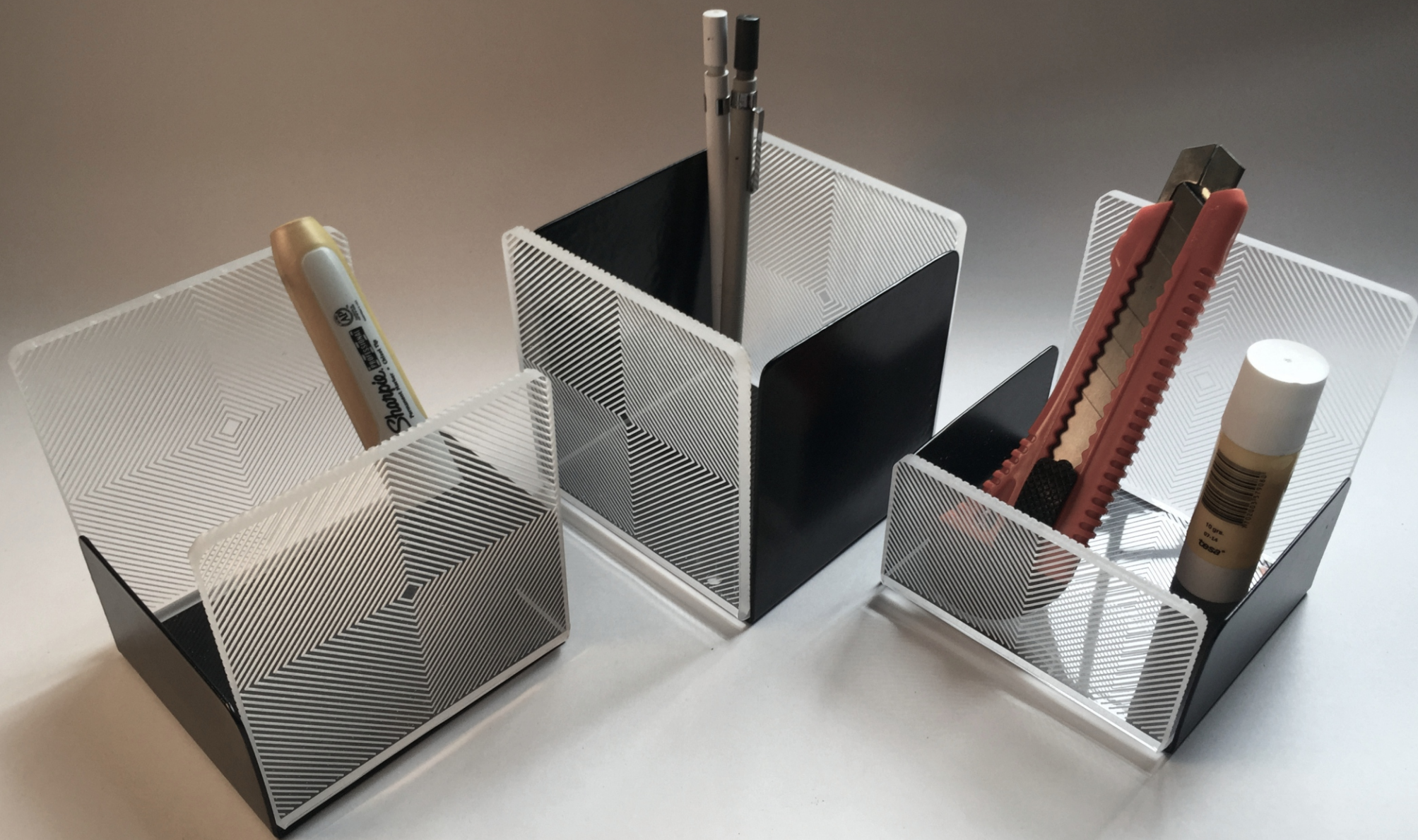
WHISPER



Perspexives | Erik Stehmann



PERSPEXIVES
BY
studio erik stehmann



Pol desk organizers | Danilo Calvache

Final presentation Mtic design project



Google

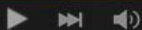


Praat mee

Klik hier om je bij het publiek te voegen voor d...



Bas



2:28:42 / 2:37:30





socialización



DUTCH
DESIGN
WEEK

EINDHOVEN

17-25 OCT 2015

MTIC
DESIGN

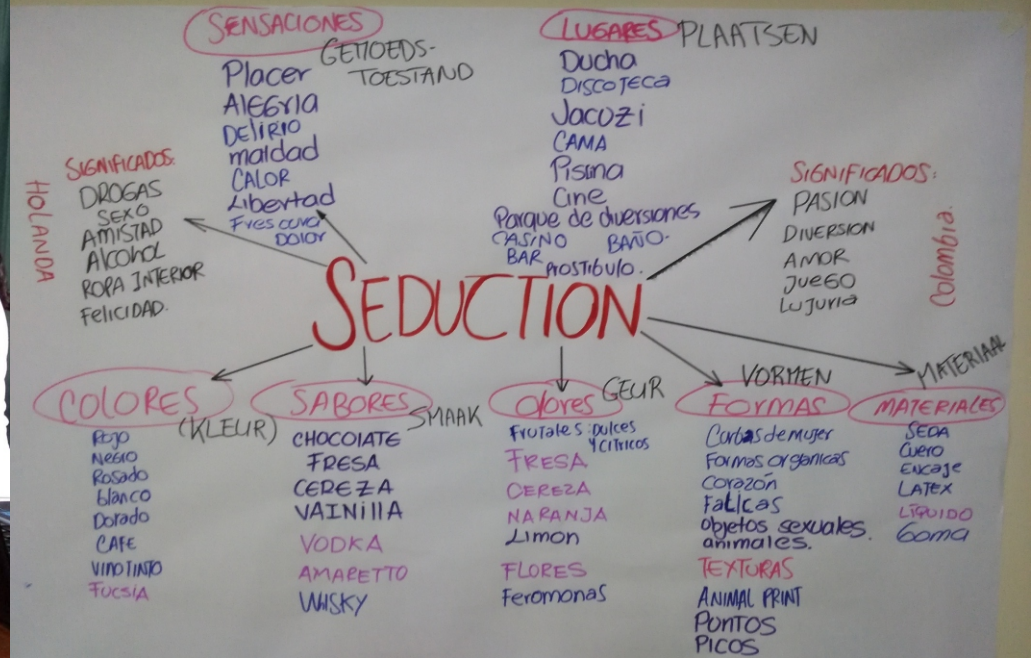
2da EDICIÓN

JUNIO 18 - 24 MEDELLÍN 2016

medellindesignweek.com

















research project

3 universidades

ROTTERDAM BUSINESS SCHOOL
ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

UNIVERSIDAD DE NARIÑO
Programa de Diseño Industrial (*)

HOGESCHOOL VOOR DE KUNSTEN UTRECHT
University of the Arts
Product Design Program



Paralelo al Proyecto de Diseño, universidades de Holanda y Colombia desde sus programas académicos en los campos del diseño y los negocios internacionales, son las encargadas de investigar los procesos de colaboración intercultural surgidos en el desarrollo de producto.

Este proyecto se ocupa de investigación aplicada, de manera que pueda obtener información concreta con el propósito de ser útil para los profesionales y la academia: estudiantes de diseño, diseñadores, estudiantes de negocios internacionales, compañías internacionales y otras organizaciones, que permitan mejorar su política de recursos humanos hacia operaciones internacionales.

(*) El Grupo de Investigación CORD, adscrito al programa de Diseño Industrial de la Universidad de Nariño, se encuentra desarrollando actualmente el proyecto de investigación denominado:

Análisis de los procesos de intercambio cultural de conocimiento como herramienta para la generación de innovación desde el diseño
MTic-design Research Project Universidad de Nariño 2016

Convocatoria
Trabajo de Grado
Programa de Diseño Industrial
Modalidad Proyecto de Investigación

Estudiantes Taller X Semestre A 2016
Egresados no Titulados

MTIC + 
DESIGN
2016

Reunión Informativa

Fecha: miércoles 20 de enero
Hora: 9:30 am
Lugar: CAPDI


grupo de investigación
CORD
contexto | objeto | realidad | diseño


diseño
Universidad de Nariño


Universidad de Nariño







ENFOQUES METODOLÓGICOS

EJECUCIÓN

- ENTREVISTAS.
- ENCUESTAS.
- REGISTRO FOTO/VIDEO.
- AUDIOS.
- OTROS...

APTITUD: OBSERVADOR!!!

- MUCHA ATENCIÓN.
 - SER CONSCIENTE.
 - DETECCIÓN
- | |
|----------------------------|
| SITUACIONES |
| ACCIONES |
| LEYES |
| CUALIDADES |
| "CREACIÓN DE CONOCIMIENTO" |

CONTEXTO

LUGAR / ESPACIO / TERRITORIO /

→ ESCENARIO / DONDE SE PRODUCE LA "OBSERVACIÓN" /

¿COMO AFECTAN - PROPICIAN?

ACTORES

INDIVIDUOS / USUARIOS /

CONTEXTO SOCIAL / CULTURAL /

→ OBSERVACIÓN DE LOS INDIVIDUOS EN INTERACCIÓN CON SU CONTEXTO + VARIABLES Y RELACIONES ESPACIALES - SOCIALES

CONCEPTO "IDEA"

"PENSAMIENTO EXPRESADO CON PALABRAS"

APLICACIÓN:

→ PRÓXIMA CLASE

→ TRABAJO X ESCRITO

→ GUÍAS:

"DISEÑO METODOLÓGICO"

+

"MACROESTRUCTURA"

→ SOCIALIZACIÓN DE RESULTADOS POR GRUPOS











MTIC DESIGN



grupo de investigación
CORD
construcción (objetos) (relaciones) (diseño)



DESIGN RESEARCH PROJECT




Socialization of MTIC-design project
Research group meetings
Ideas type of interview
Methodology to develop
Cases study

used tools




interview formats
Audio and video recordings

CASE STUDIES



danilo calvache
dc/ds
danilo calvache design studio



luis bernal
BESTIAL

co design
people of different profiles work together in the design development process

co creation
set of sharing collective, exchange experiences and the idea team

intercultural
interaction between two or more cultures in a horizontal and a new way

CONCLUSIONS

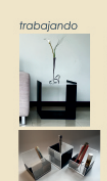
- It is possible that more projects such as the MTIC, by the positive results achieved at the level of project design methodology, will start in the near future.
- Generate the interrelation between two professionals in the field and in turn set parameters for the development of product creation or problem solving.
- Allow creation of a database unique and effective, which can be available for professionals involved in several projects.
- It is an effective technique to create new spaces in the area of design, which strengthens the discipline for the improvement of a specific product.
- Allow to innovate in product design, intuitively, not by taking an established model by a linear method.
- Identify the kind of available technology, at the time of designing and developing products for a result that will be much more effective and efficient.
- In the preparation of projects should not be established professionals with the same emphasis, on the contrary, if the [design] disciplines are different, a more innovative product can be obtained.
- Language is the basic code of multicultural communication in this process, which is required to establish codes that facilitate the development of the project.
- It is important to create these opportunities for exchange of ideas in other disciplines and thus strengthen the importance of industrial design and what may be developed.
- Shape spaces for exchanging ideas with professionals from other disciplines, in order to strengthen the importance of industrial design in the creation of products.
- Shape spaces for exchanging ideas with professionals from other disciplines, in order to strengthen the importance of industrial design in the creation of products.
- It is important that within the outcome of the project, the history of the product can be expressed, which allows reflecting the value added to the design rather than the product itself.

seducción

Danilo and Erik theme of seduction goes beyond the senses. Erik wanted to explore seduction as something that deceives the mind, while Danilo wanted to explore the seduction through visual effects.

During the project both look separate ways while retaining the concept developed together.

RESULTADO




Analysis of the processes of cultural knowledge exchange
as a tool for generating innovation from design
Case Study "Danilo Calvache Design Studio (Pasto) and Luis Bernal LA BESTIAL (Medellin)"
Mario A Mueses / Javier Botina



Bachelor Graduate Project
Research Project Modality
Industrial Design Program





DESIGN RESEARCH PROJECT

MTic-design Research Project Universidad de Nariño 2016

Bachelor Graduate Project Research Project Modality


"Exploración del proceso de consenso en la interacción intercultural como fuente de innovación desde el diseño"

In this research, we analyze how was the process of intercultural development to achieve a design project by analyzing the MTIC-design Knowledge Exchange Program, for this purpose two cases of design projects (Moak and Vida Util design studios from Colombia) are analyzed to identify the process and explain how intercultural research projects are developed. The results obtained allowed to know the methodology used for the development of intercultural design projects, and discover new concepts (consensus and multiculturalism) for the development of these projects. From the analysis of these projects, a valuable knowledge was generated that will be used by the designers Nariño.

General Objective
Identify the main methodological design features implemented in the project MTIC Design between Colombian and Dutch designers.




Specific Objectives

- Identify and analyze the different methodological design strategies with focus group to identify characteristics to define an agreement between the parties involved in the design process.
- Identify the design process of a particular case study called MTIC Design Project conducted between Dutch and Colombian designers in order to explain what the development of this type of intercultural projects.
- Analyze the design process two groups participating in MTIC Design Project (Moak and VIDA UTIL) to determine how their development was to obtain the final product design.



METHODOL

RESULTADO

CASE STUDIES



CONCLUSIONS

Similarly, it is important to mention that, when analyzing the information collected, was understood that consensus is a priority in the creative process, and the development of a product because it prevents group participants clash of egotistic way and are open to different opinions and ideas of others providing the most meaningful construction projects.

Another conclusion is that the participating groups did not use a methodology consciously to follow the development of the project, but a sequence used by the two studies investigated design that allowed us to know how was the process more organized, identified resulting in (perhaps) a new methodology result of this intercultural cooperation.

Similarly, analysis of MTIC Design Project allowed us to learn how to design projects in other parts of the world are developed, and that promotes the cultural enrichment of students by giving them a new perspective in the field of design and so may have a major impact on the implementation of new projects internationally.

DEVELOPED PRODUCTS


CONCLUSIONS

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Analysis of the processes of cultural knowledge exchange
as a tool for generating innovation from design
Case Study "MOAK Studio (Cali) and VIDA UTIL studio (Medellin)"
Sebastián Guerrero Ruiz



Bachelor Graduate Project
Research Project Modality
Industrial Design Program

¿ what were the methods and tools used by designers Pablo Fog (Reinhard Diennes Studio Bogotá) and Juanita Betancur (5:00 a.m. Medellín) to co-create products designed by the process of cultural exchange of knowledge, as a tool for generating innovation from design ?

Objectives

General:

To study from its own approach methods, tools and issues generated at the stage of product design related to the objects Waterlens and Filter Planter, co-created under the MTIC-design Project

Specific:

Identify tools and methodologies.
Identify problems, barriers, advantages and disadvantages.
Generate conclusions that can be used in the development of innovative new products that generate impact from the design.

Methodology

methodology proposed by Bernice McCarthy called the 4MAT system is based on the inclusion of four segments which in turn include 8 steps based on the proposal of David Kolb (1984) called Experiential Learning "experience refers to the entire range of activities that they allow learning" includes the concept of learning styles within their model of apprenticeship from experience and describes it as "some abilities to learn that stand out above others as a result of hereditary apparatus of own life experiences and requirements the current environment."

Concrete experience

Experience: (connect with an experience and reflect on it).
Experience: experience generated in the MTIC-design project.
Inquiring: through interviews and consultation of the materials generated in the project.

Reflective Observation
Conceptualise: (sharing information on concepts and definitions).
Analyze: through an objective observation of the material and experiences as designers.
Create: conclusions and recommendations based on the analysis of info.

Abstract Conceptualization

Apply: (internalizing and self practice and then add elements).
Practice and practice self: understand, learn, internalize and propose conclusions and recommendations.
Conceptualise: generate conclusions, recommendations and reflections, adding their own contributions based on the analysis of the results.

Active Experimentation

Create: (analyze the relevance and usefulness of the proposal to then adapt it to new and more complex situations).
Experience: it is intended to implement the conclusions.
Experience: to analyze the usefulness and practicality of previous contributions and its relevance to alter to new and more complex experiences.



Conclusiones

REINHARD DIENES STUDIO - Bogotá
"FILTER PLANTER"



5AM STUDIO - Medellín
"WATERLENS PROJECT"

Colaboration & Cooperation



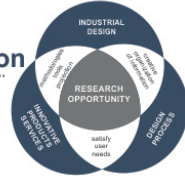
Design methodologies and processes

research and experimentation with materials and function of the product clear concepts generated from the beginning

VS | It focuses more on the formal and functionally little research and experimentation

experience in the field of design plays a very important role and is the flow in co-creation projects and the results of the final product, as well as trends and styles in the design and specify in the two projects of this research was achieved define three very different and very marked in design styles, so you see because of the professional experience.

Justification

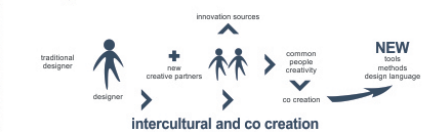


Co-creation

Co-creation and collaborative design



creativity is not exclusive



intercultural is not only about contact
exchange on equitable terms
above all communication between culture

MTIC DESIGN

infrastructure, materials and production

to successfully achieve the final development of a productive technical process is very important to reach agreements and know what are the limitations of the places where creative processes are developed co creation

design in the region

"En Medellín design it is growing increasingly and plays an important role in the development of the city as growth itself, is a generator of employment and development."

Juanita Betancur - 5AM Studio- Medellín

"The role of design is still not very significant indeed, even being in Bogotá, the market for industrial design is not very big"

Pablo Fog - REINHARD DIENES STUDIO- Bogotá

to strengthen the design in the region is needed awareness from academia future professionals design, that are not limited only to generate academic projects in business, but they can develop high-impact projects that benefit businesses in the productive part through added value that involves the design.

general recommendations

To generate innovation from design projects such as the MTIC-design, it is recommended to address the design process in an appropriate manner from start to finish, with a clear methodology and an agreed process with a specific schedule with times and clear goals, always focused on materials research and design processes that consolidate both views and ways of interpreting results.

It would be very interesting that the participants of a similar project designers had the opportunity to meet and socialize and before other participants, this could allow the selection of equipment, according to his profile, methodologies, styles, etc.

Analysis of the processes of cultural knowledge exchange
as a tool for generating innovation from design
Case Study "REINHARD DIENES STUDIO (Bogotá) and 5 AM STUDIO (Medellín)"
Javier Yeppez | Yamid Narvaez

MTIC DESIGN

Bachelor Graduate Project
Research Project Modality
Industrial Design Program

CORD

diseno

Universidad de Nariño



HOLANDA - COLOMBIA
INTERCULTURAL EXCHANGE



¿What happens when designers from different countries and cultures come together to design and develop products together?

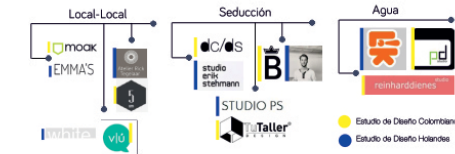


The MTIC Knowledge Exchange Program seeks the creation and research of theories of design, employed by the participants of Colombia and the Netherlands in product development, seeking innovation through cultural diversity, in order to generate a tool to register the knowledge developed from this collaborative experience.

CORD research team
MTIC-research project presentation for coordinators
Teatro Imperial | Universidad de Nariño | July 1 2016



coordinator tasks



Regarding the dissemination of results, coordinators made different exhibitions, the most relevant being those in Design Week Dutch 2015, the Feria del Libro Bogotá 2016 and Medellín Design Week 2016.



Analysis of the processes of cultural knowledge exchange
as a tool for generating innovation from design
Case Study "MTic-design Program Coordinators"
Christian Camilo Eraso López - Iván Javier Tutistat Montezuma - Juan Pablo Insuasty Rosero

MTIC DESIGN

Bachelor Graduate Project
Research Project Modality
Industrial Design Program

CORD

diseno

Universidad de Nariño

M**TIC**
DESIGN

<http://mtic-design.nl/project/>



Mticdesign



<http://cord.udenar.edu.co>



CORD



www.behance.net/danilocalvache



www.danilocalvache.com



danilo calvache / design studio

A photograph of a brown and purple Tyrannosaurus Rex toy standing on the white edge of a swimming pool. The background features a lush tropical landscape with palm trees and dense foliage under a bright blue sky with scattered white clouds. A large white circle is superimposed on the left side of the image, containing the word 'gracias'.

gracias

danilo calvache 2017

si el hombre deja de crear
deja de vivir
-Lewis Mumford-